City of Ephrata
Tourism Grant Funding
2017 APPLICATION

Completed, typed applications must be *received* at Ephrata City Hall by 4:00 PM Friday, October 14, 2016. City of Ephrata is located in City Hall at, 121 Alder St. SW, Ephrata, WA 98823.

Philosophy

Tourism tax dollars generated by a community should be spent and utilized within the community in which they were generated. Money invested in tourism promotion should synergistically and exponentially benefit the community at large. The City of Ephrata Tourism commission will recommend the City Council support those agencies or organizations that show a demonstrated need for funding and the ability to promote tourism within Ephrata.

The commission will recommend projects as they best see fit. Emphasis will be given to those events that operate on multiple dates/days and nonprofit organizations with a valid Tax Id # EIN. Please note that all funds must be spent by the end of the funding period, December 31. NO EXCEPTIONS.

Applicants may be asked to do a 5 to 10-minute presentation to the committee demonstrating their need and how the project will benefit the community.

Successful applicants will be notified by the end of February.

THE WASHINGTON STATE LEGISLATURE CHANGED REQUIREMENTS, EFFECTIVE JULY 2013.

Agencies receiving funds must use the money as defined by RCW 67.28. Specifically, these lodging taxes can only be used for tourism marketing and/or marketing and operations of special events and festivals.

Additionally, ESHB 1253 requires the City to obtain, during the application process, estimates of the expected increases in three specific categories of travelers as well as actual attendance figures for those same categories after the spending takes place. Those categories as listed by JLARC (Joint Legislative and Review Committee) are:

- Staying overnight in paid accommodations away from their place of residence or business;
- Staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles;
- Staying for the day only and traveling more than 50 miles.

The data MUST be reported to the municipality providing the funding by the applicants and include the methodologies used to make the estimates.

APPLICATION PROCESS

Proposals will be limited to 5 TYPED pages plus the cover sheet. As you write your proposal include the following information:

Fill in the one-page cover sheet with the following information (attached):

1. Organization Name
2. Organization Mission
3. Head of Organization
4. Mailing Address
5. Phone Number
6. Fax Number
7. E-mail address
8. Tax ID # EIN
9. Name of Project
10. Requested Amount

A summary of the proposed project including:

11. What exactly is your proposed project? Please list all activities in a detailed timeline/agenda.
12. Indicate the organization's experience doing these types of activities.
13. What organizations or individuals will be helping you to carry out this project?
14. What are the project's goals and objectives (how will you meet your goals)?
15. What demographic(s) will you target in your marketing and how?
16. What geographic area will you target with your marketing effort?
17. *How many people will be staying overnight in paid accommodations away from their place of residence or business due to this event?*
18. *How many people will be staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles as a result of this event?*
19. *How many people will be staying for the day only and traveling more than 50 miles for this event?*
20. *How are you deriving your estimates for question 17, 18 and 19?*
21. *How will you measure question 17, 18, and 19 for your post report?*
22. List at least 3 references that we can contact who are knowledgeable about your organization and any positive connections you have with the community you intend to serve.
23. A sample budget outlining resources needed and how money will be spent. Please acknowledge any other sources of funding.
24. Complete the marketing timeline sheet attached.

REQUIREMENTS FOR AWARDED APPLICANTS

Funds from this grant program are reimbursed. THE CITY WILL MAKE NO REIMBURSEMENTS FOR ANY EXPENSES until a final report is approved by the appropriate City Staff. Awarded entities must submit *detailed receipts indicating payment(s) have been made in full prior to receiving any reimbursements*. There can be no prepayments. A typed, final report must be submitted in order to be eligible for future funding as well. Please note that all funds must be spent by the end of the funding period, December 31, 2016. Final reports are due no later than December 31, 2016. NO EXCEPTIONS. A tear sheet for all advertising should accompany the final report. The final report must be typed/computer generated and include the following items:

The one-page cover sheet with the following information (page 5):

1. Organization Name
2. Organization Mission
3. Head of Organization
4. Mailing Address
5. Phone Number
6. Fax Number
7. E-mail address
8. Tax ID # EIN
9. Name of Project
10. Requested Amount

A summary of the proposed project including:

11. A list of all activities during your event.
12. Indicate unexpected experiences/issues producing this event.
13. What organization(s) or individual(s) helped you to carry out this project?
14. Did you meet your goals and complete your objectives?
15. What demographic(s) did you target in your marketing and how?
16. What geographic area(s) did you target with your marketing effort?
17. How many people or organizations benefited from your project?
18. *A budget outlining resources and how money was spent. Please acknowledge any other sources of funding. (profit/loss?)*
19. *Using your marketing outline from your application, indicate the actual media utilized, distribution center or actual distribution and dates.*
20. *How many people stayed overnight in paid accommodations away from their place of residence or business for this event?*
21. *How many people stayed overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles to view this event?*
22. *How many people stayed for the day only and traveling more than 50 miles for the event?*
23. *How did you derive your answers for questions 20, 21, and 22 for your post report?*

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City of Ephrata - TOURISM FUNDING COVER SHEET

Use this form for **both your application and reimbursement/post report** if awarded.

1.	Organization Name	
2.	Organization Mission	
3.	Head of Organization	
4.	Mailing Address	Street: City: State: Zip:
5.	Phone Number	
6.	Fax Number	
7.	Email address	
8.	Tax ID # EIN	
9.	Project Name	
10.	Requested Amount	
11.	AWARD AMOUNT: (POST REPORT ONLY)	

MARKETING TIMELINE

* - Please circle event month	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	$
Example Radio Station, Wenatchee													$350.00
TOTAL SPENT													